

*PATENT*  
03382-P0099A ELF

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant	Ronald S. Kolessar, et al.
Serial No. - Pending	March 26, 2004
Title of Application:	Systems and Methods for Gathering Data Concerning Usage of Media Data

Mail Stop Patent Application  
Commissioner for Patents  
Post Office Box 1450  
Alexandria, VA 22313-1450

**Cover Sheet For Fifteen Sheets Of Drawings**

Attorney for Applicant  
Eugene L. Flanagan III, Registration No. 27,634  
**ST.ONGE STEWARD JOHNSTON & REENS LLC**  
986 Bedford Street  
Stamford, CT 06905-5619  
203 324-6155

1/15

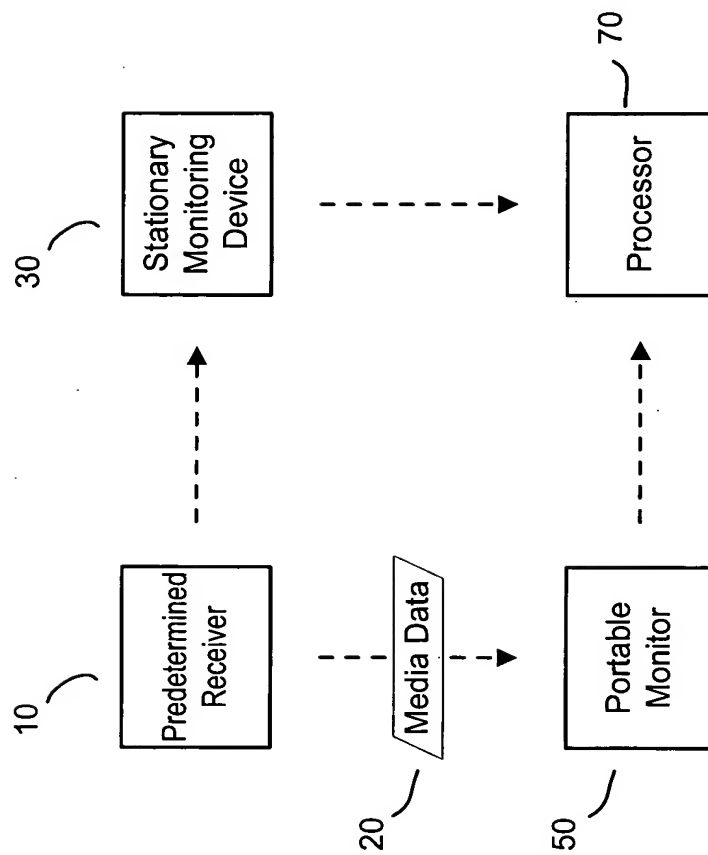
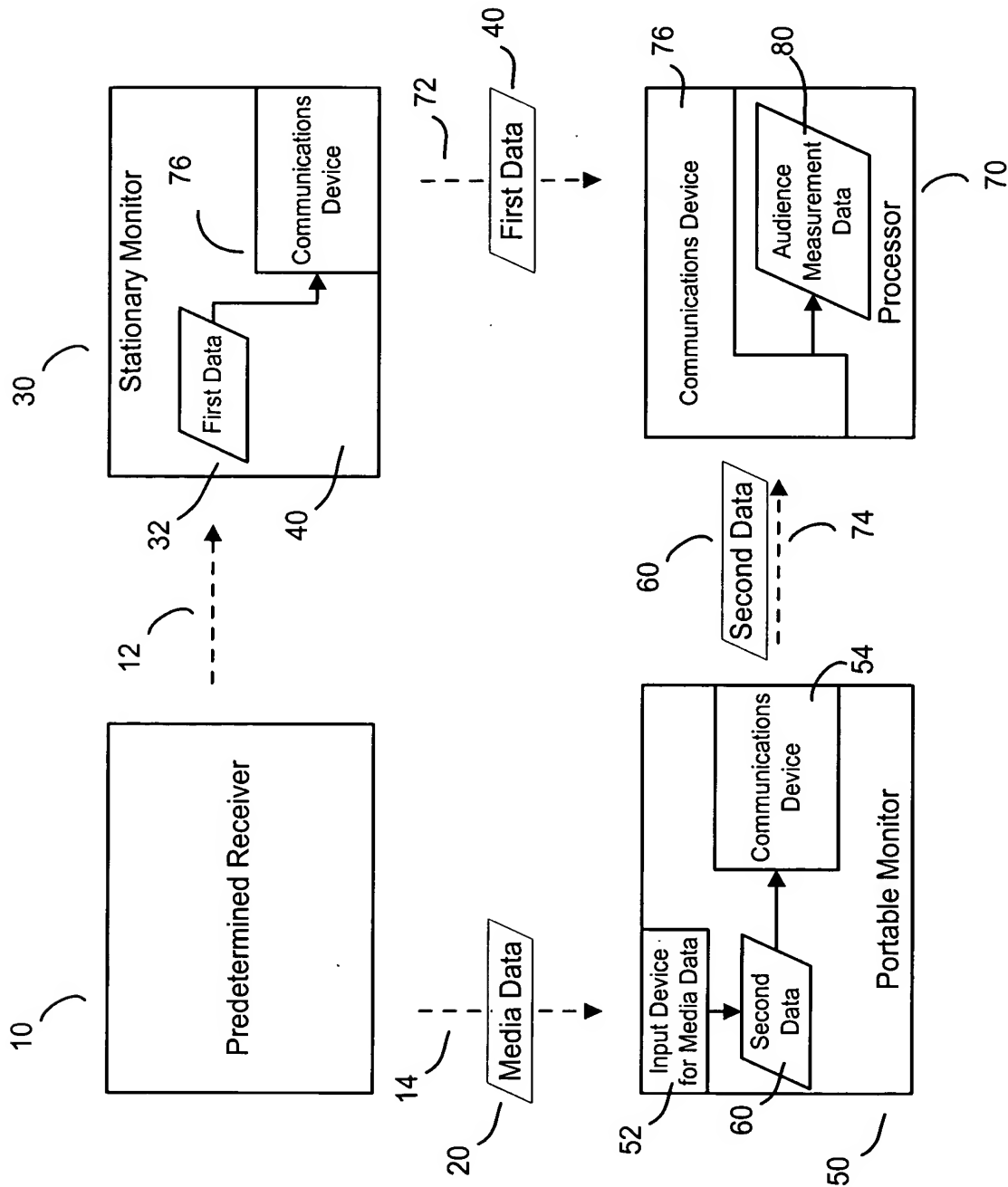


Figure 1

2/15



**Figure 2**

3/15

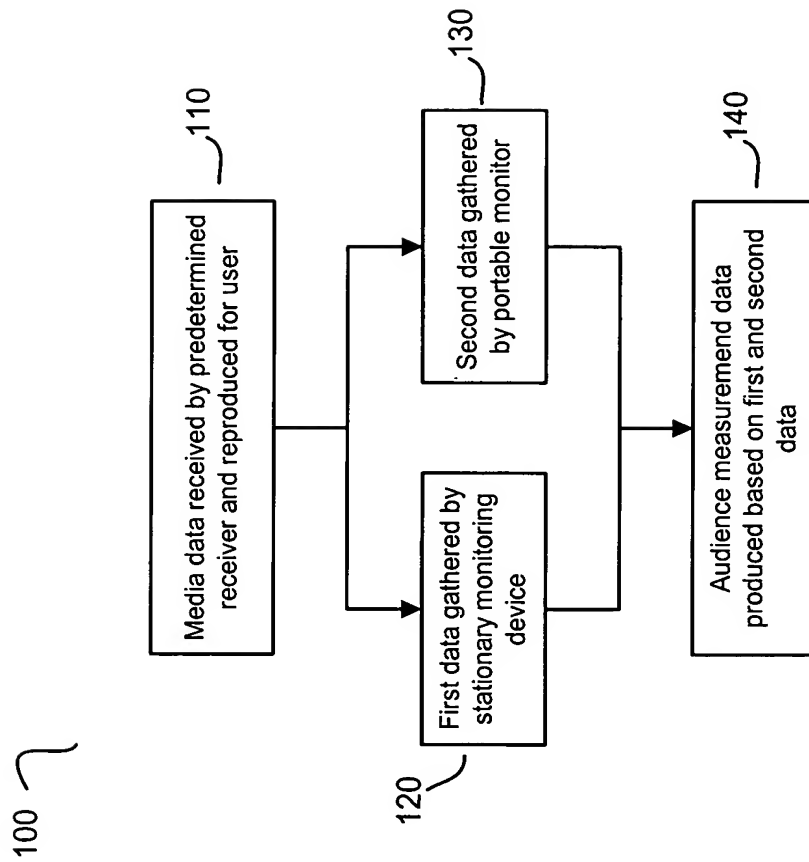


Figure 3

4/15

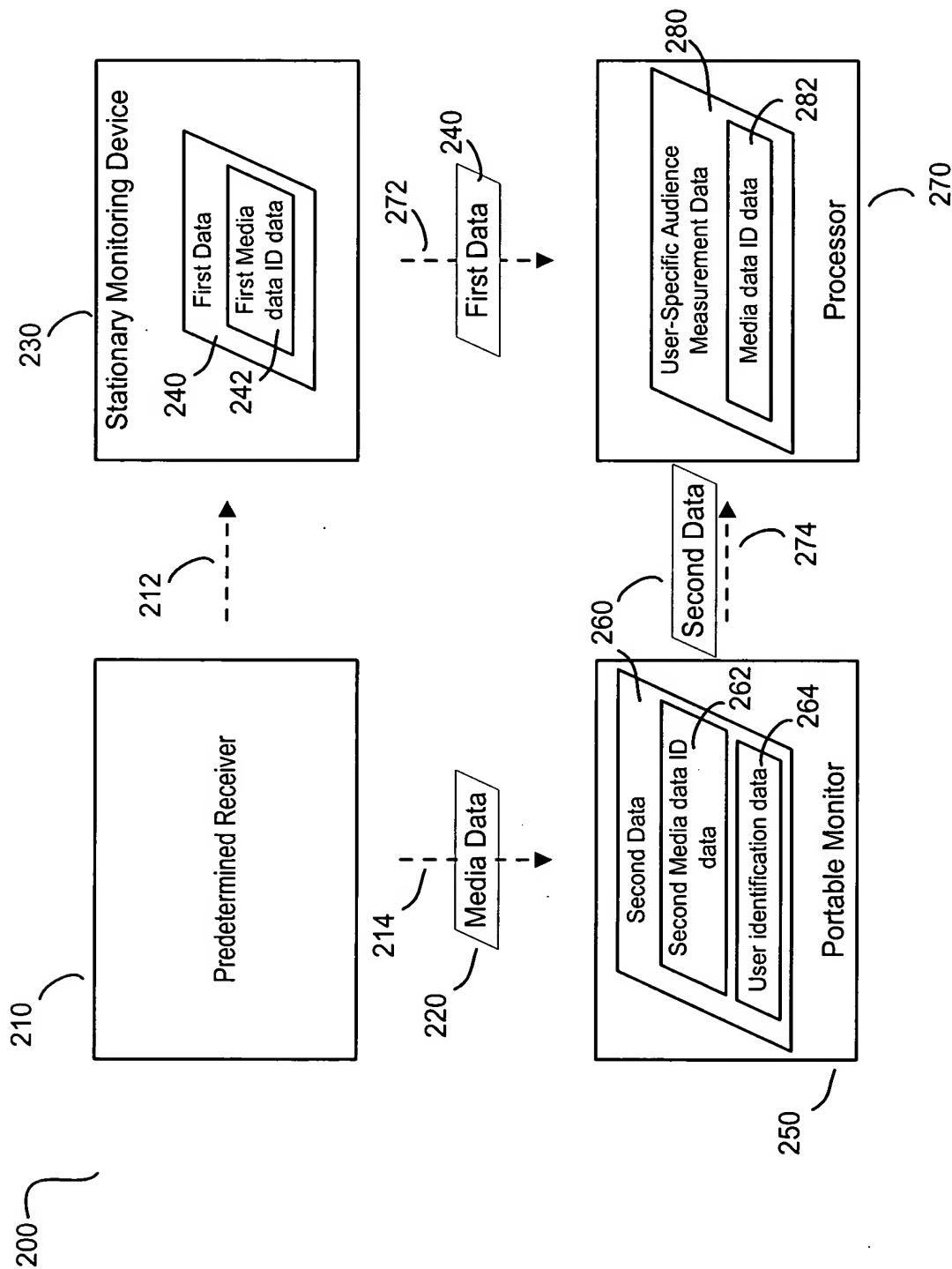


Figure 4

SYSTEMS AND METHODS FOR GATHERING DATA  
CONCERNING USAGE OF MEDIA DATA

Inventor: Ronald S. Kolessar et al.

Express Mail No. EL 889 891 135 US

SSJR File: 03382-P0099A

5/15

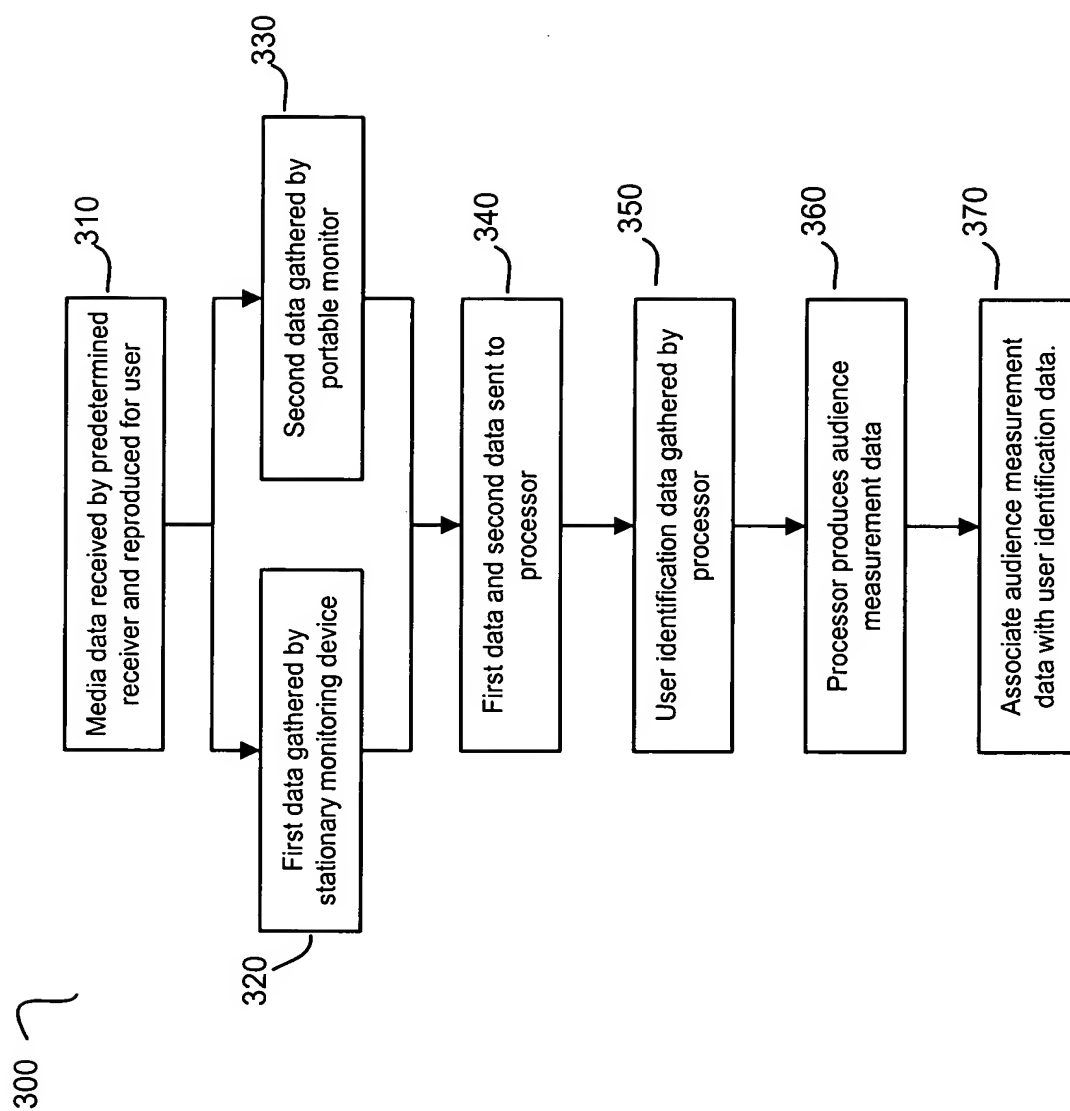


Figure 5

6/15

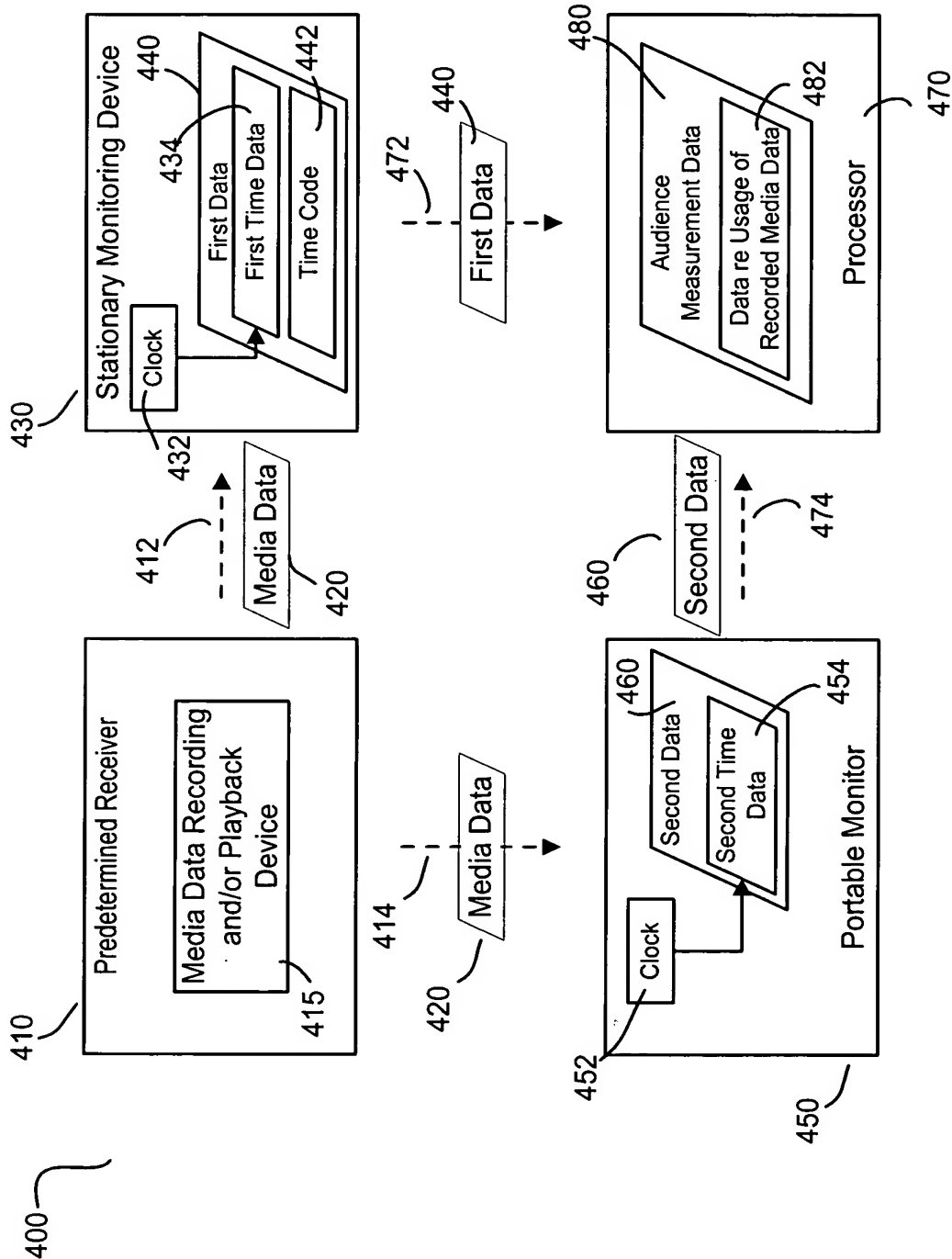


Figure 6

7/15

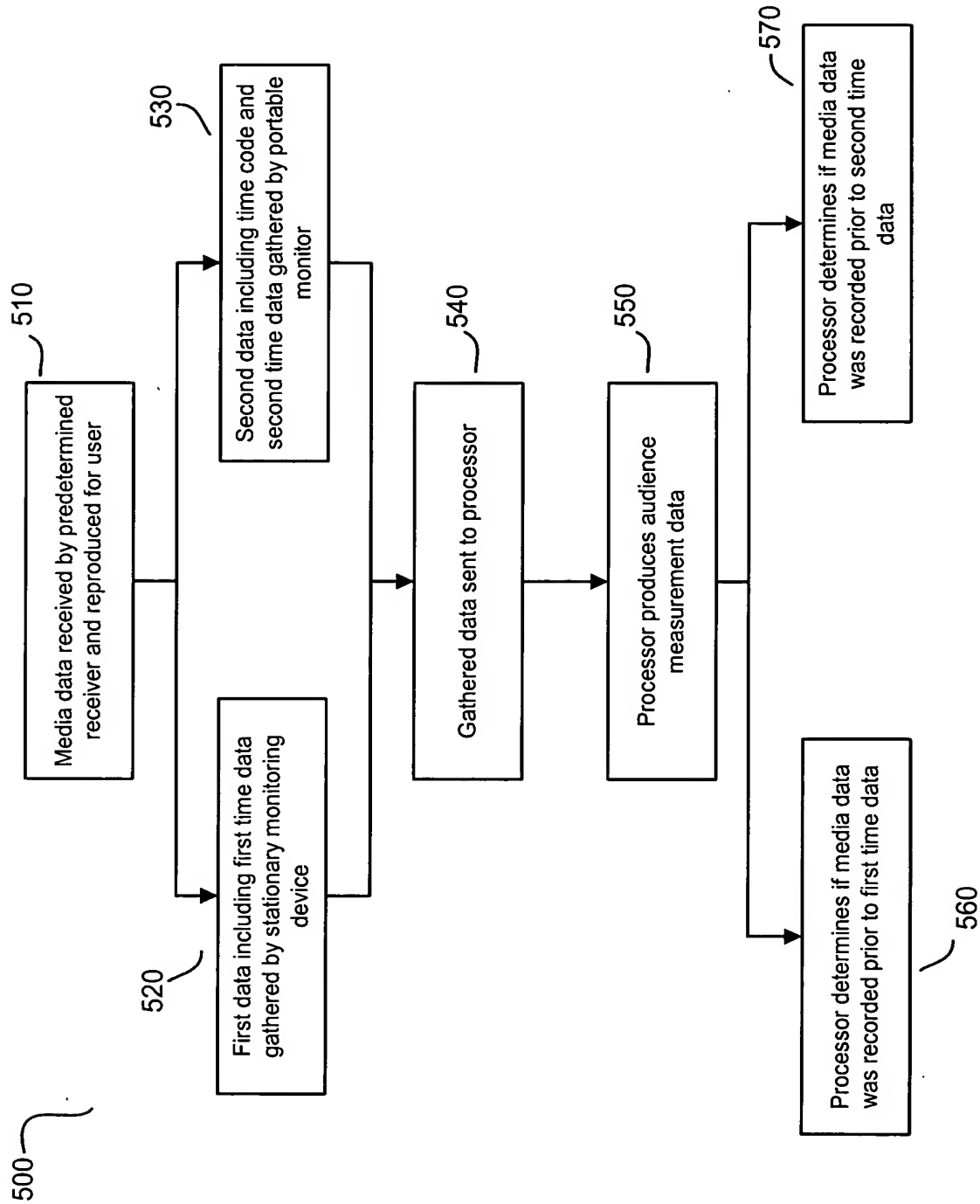


Figure 7



8/15

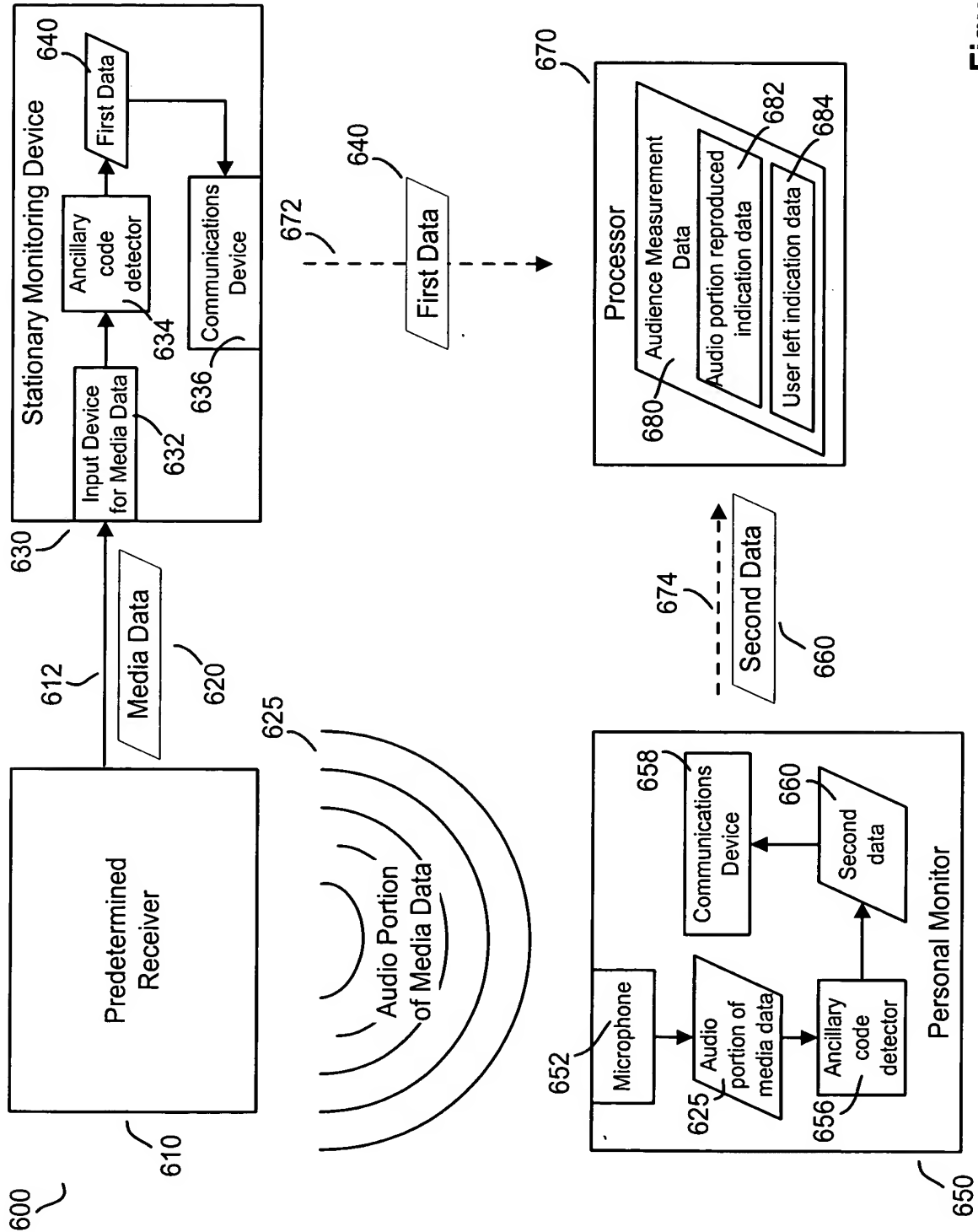
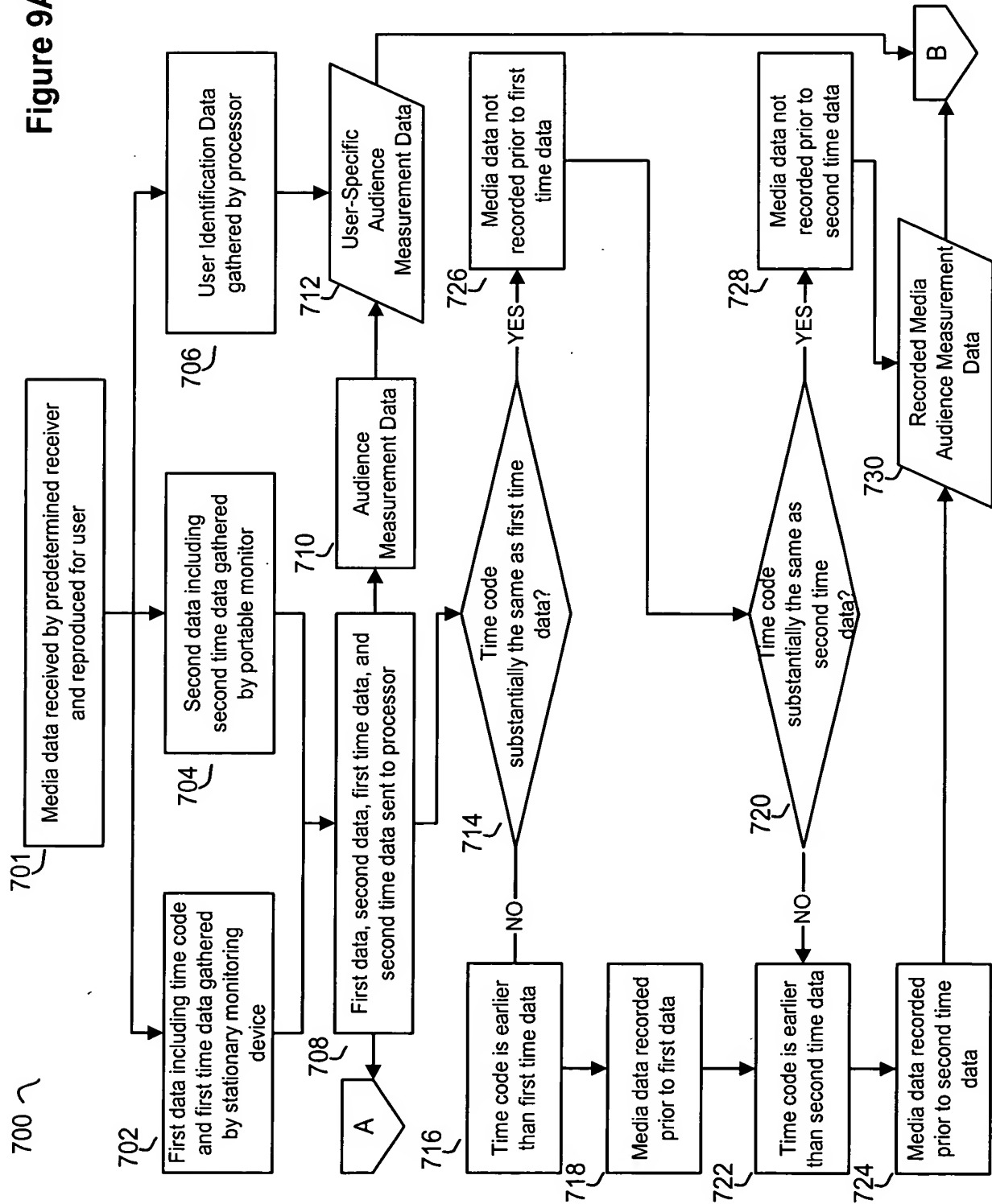


Figure 8

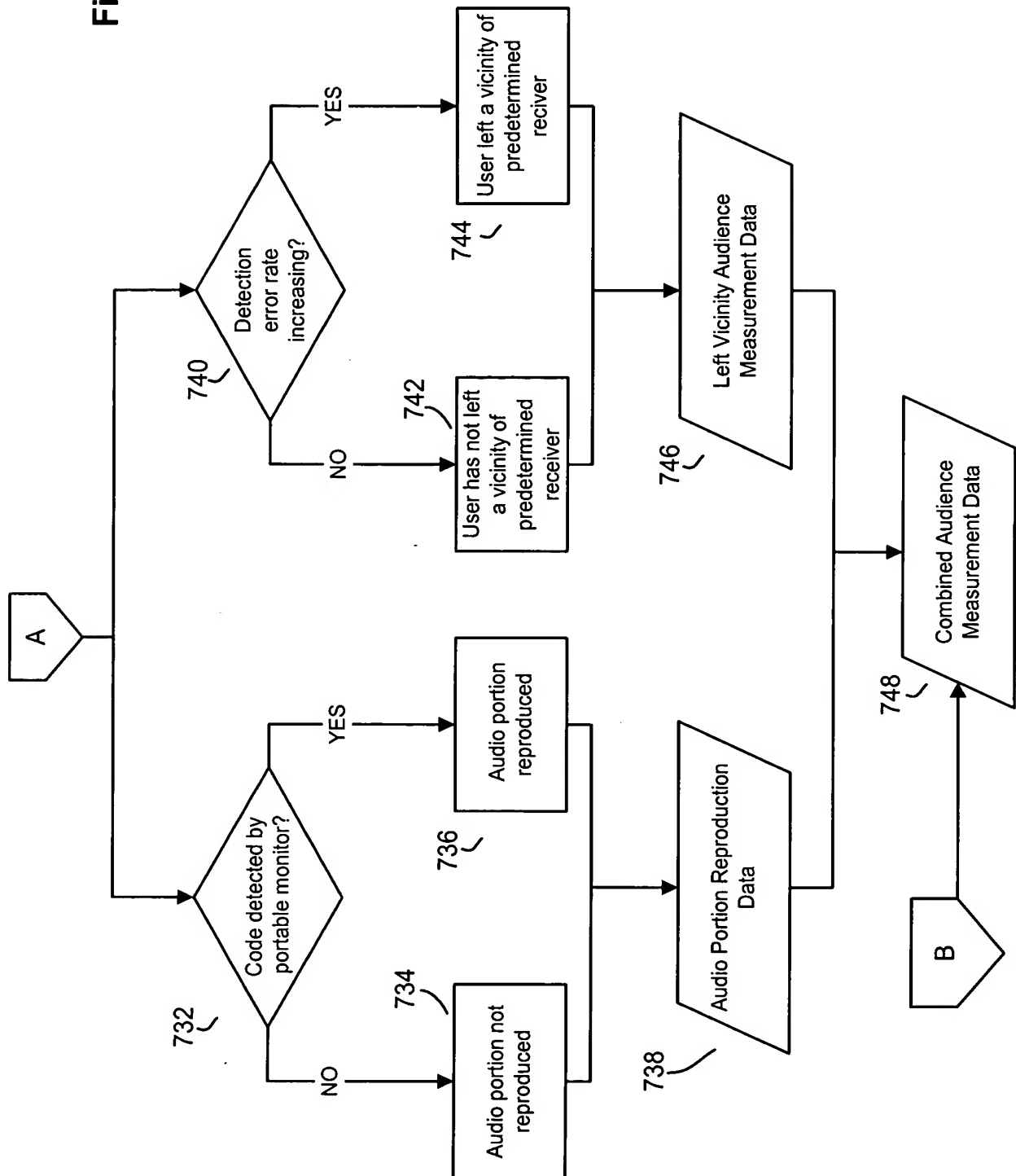
9/15

Figure 9A



10/15

Figure 9B



SYSTEMS AND METHODS FOR GATHERING  
DATA CONCERNING USAGE OF MEDIA DATA

Inventor: Ronald S. Kolessar et al.  
Express Mail No. EL 889 891 135 US  
SSJR File: 03382-P0099A

11/15

Actual time on 7/8/03 (24-hour clock)	Stationary motoring device		Portable monitor				Audience measurement data from processor	
	Channel ID	Time code	User ID	Channel ID	Time of detection data	Detection Error Rate	Channel ID	Other data
11:00:00	ABC	070803.110000	1234567	ABC	070803.110000	1	ABC	Real time; No mute
11:00:20	ABC	070803.110020				1	ABC	No mute
11:00:40	ABC	070803.110040				1	ABC	No mute
11:01:00	ABC	070803.110100	1234567	ABC	070803.110100	1	ABC	Real time; No mute
11:01:20	CBS	070803.110120				2	CBS	No mute
11:01:40	CBS	070803.110140				1	CBS	No mute
11:02:00	CBS	070803.110200	1234567	CBS	070803.110200	1	CBS	Real time; No mute
11:02:20	CBS	070803.110220				1	CBS	No mute
11:02:40	CBS	070803.110240				1	CBS	No mute
11:03:00	CBS	070803.110300	1234567		070803.110300	999	CBS	Real time; Muted
11:03:20	CBS	070803.110320				999	CBS	Muted
11:03:40	FOX	070603.200000				1	FOX	No mute
11:04:00	FOX	070603.200020	1234567	FOX	070803.110400	1	FOX	Recorded; No mute
11:04:20	FOX	070603.200040				2	FOX	No mute
11:04:40	FOX	070603.200100				1	FOX	No mute
11:05:00	FOX	070603.200120	1234567	FOX	070803.110500	1	FOX	Recorded; No mute
11:05:20	FOX	070603.200140				1	FOX	No mute
11:05:40	FOX	070603.200200				1	FOX	User left vicinity of receiver.
11:05:42	FOX	070603.200202				2	FOX	
11:05:44	FOX	070603.200204				3	FOX	
11:05:46	FOX	070603.200206				2	FOX	
11:05:48	FOX	070603.200208				3	FOX	
11:05:50	FOX	070603.200210				4	FOX	
11:05:52	FOX	070603.200212				4	FOX	

Time Code / Time of Detection Data: MMDDYY.HHMMSS (M=Month, D=Day, Y=Year; H=Hour (24-hour clock), M=Minute, S=Second)

Figure 10

12/15

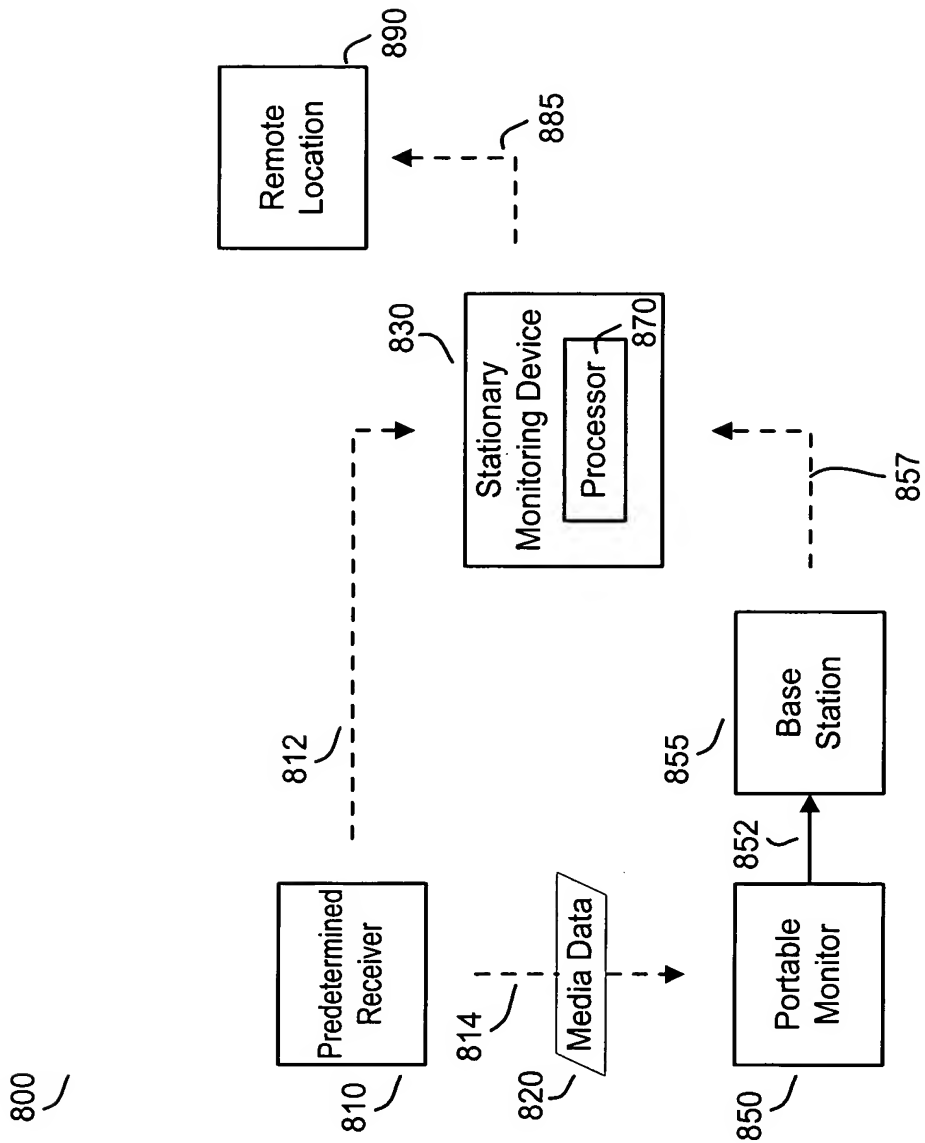


Figure 11

13/15

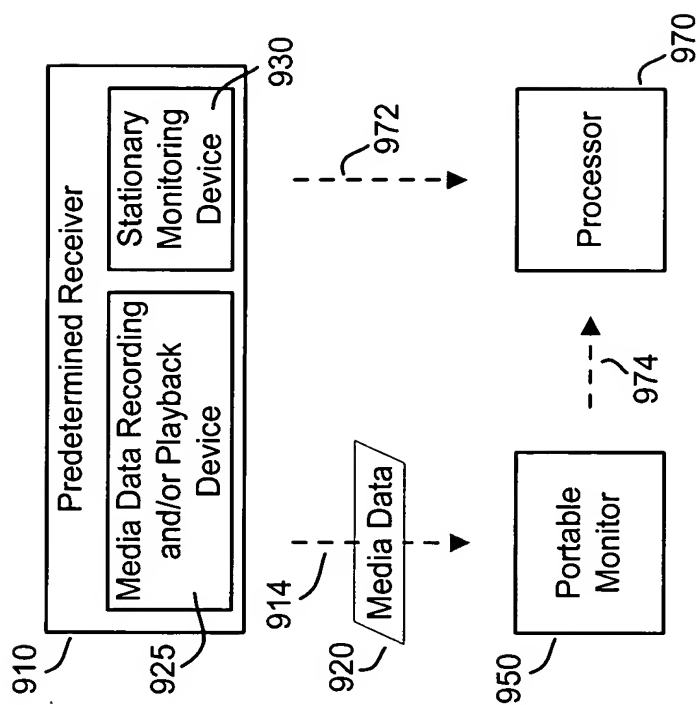


Figure 12

14/15

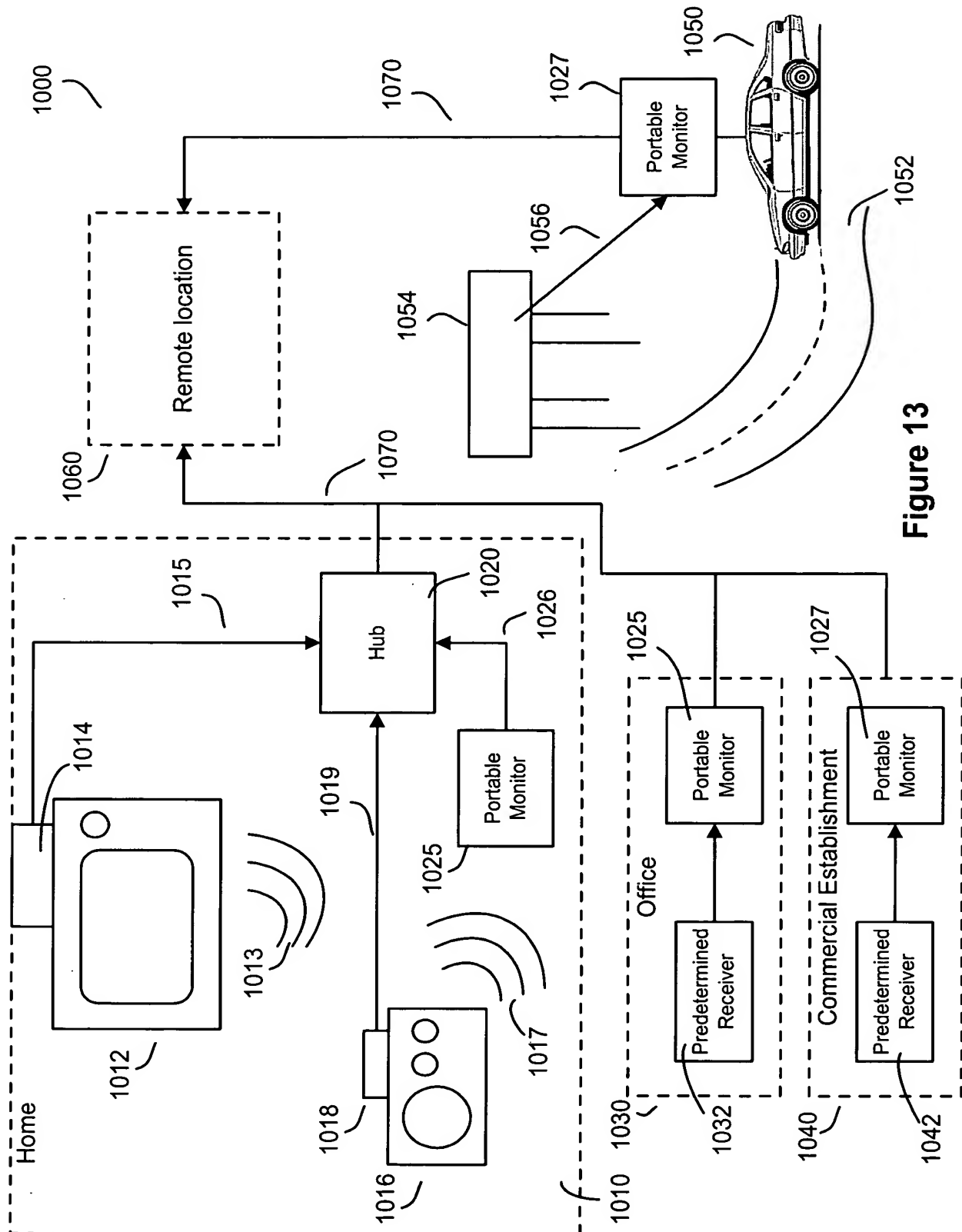


Figure 13

15/15

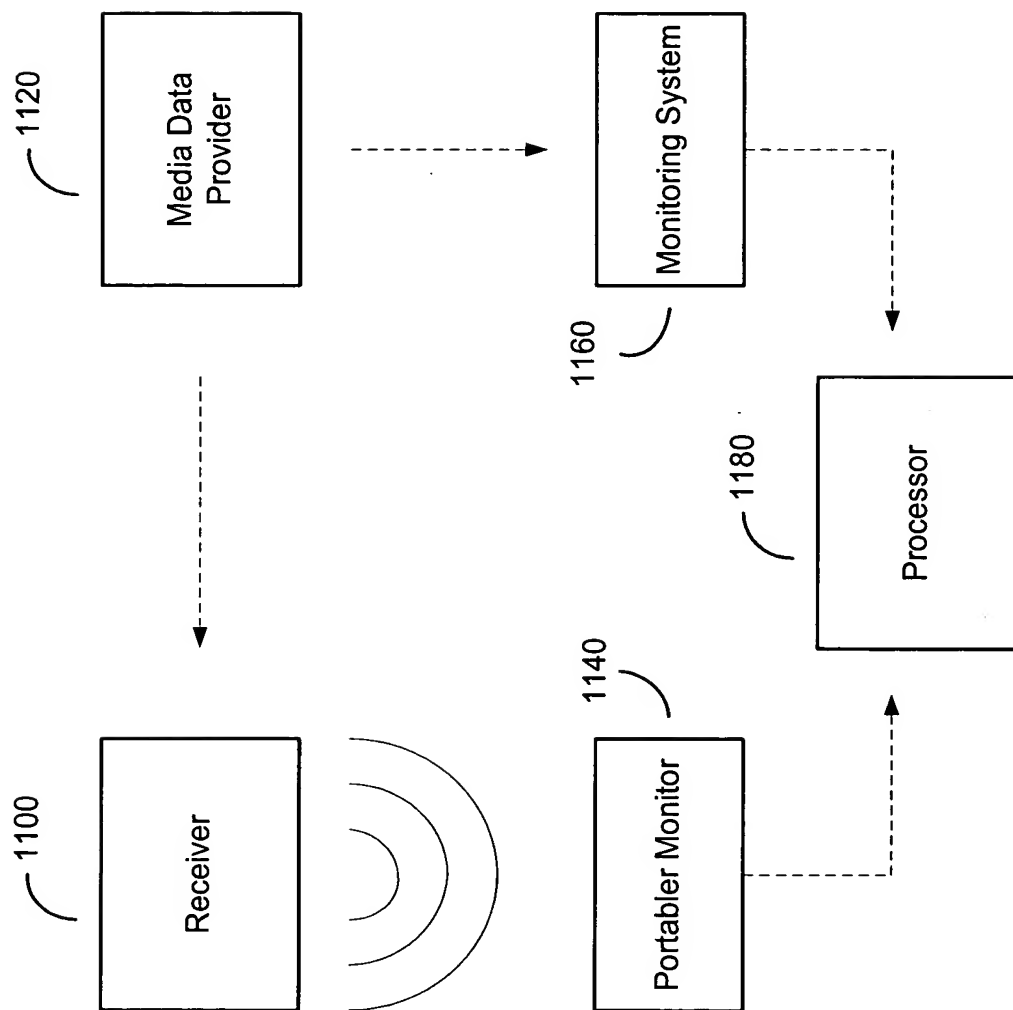


Figure 14